# Preface on the Workshop on Social Media for Personalization And Search (SoMePeAS)

In order to improve the web experience of the users, classic personalization technologies (e.g., recommender systems) and search engines usually rely on static schemes. Users are allowed to express ratings in a fixed range of values for a given catalogue of products, or to express a query that usually returns the same set of webpages/products for all the users.

With the advent of social media systems and social networking websites, users have been allowed to create new content and to express opinions and preferences through likes and textual comments. Moreover, the social network itself can provide information on who influences whom. Being able to mine usage and collaboration patterns in social media and social networks, and to analyze the content generated by the users, opens new frontiers in the generation of personalization services and in the improvement of search engines. Moreover, recent technological advances, such as deep learning, are able to provide a context to the analyzed data (e.g., *word2vec* provides a vector representation of the words in a corpus, considering the context in which a word has been used).

The papers in this workshop proceedings volume present different results and ongoing research on the following topics:

- Recommender systems
- Search and tagging
- Query expansion
- User modeling and profiling
- Advertising and ad targeting
- Content classification, categorization, and clustering
- Using social network features/community detection algorithms for personalization and search purposes

The workshop was an event co-located with the 39th European Conference on Information Retrieval (ECIR 2017). After the review process, the programme committee selected 5 papers. In addition, Fabrizio Silvestri was invited for presenting an overview of how recent advances in the use of embeddings can be effectively employed in advertisement and recommendation, during the workshop's keynote. We thank all the authors for their submissions and all members of the program committee. We are grateful to the ECIR workshop chairs Pia Borlund and Jaana Kekalainen for their support in the workshop organization.

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# Organization

The workshop was organized by the Digital Humanities unit at Eurecat (Spain) and by the Department of Computer Science at the Sapienza University of Rome (Italy)

## Workshop Organizers

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– Andreas Kaltenbrunner (Eurecat, Spain)
– Giovanni Stilo (Sapienza Università di Roma)

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